



1st Quarter 2006

Lottery Links

News and Ideas for Lottery Retailers

In This Issue:

- ◆ The "Power" of a Dollar (page 2)
- ◆ Top 25 Power Play Retailers (Page 2)
- ◆ Power Play Promotion (Page 2, and Insert)
- ◆ Sales Tips (Page 3)
- ◆ NEW - Retailer Bonuses (Page 3)
- ◆ 2005 Retailer Facts (Back)

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Lottery's Fourth Game a Success

The February 2 launch of the North Dakota Lottery's fourth multi-state lotto game, 2by2, was a huge success, with the first day ticket sales beating out the combined daily sales of the other two states participating in the game. North Dakota had Thursday night draw sales of \$14,674, while Kansas' and Nebraska's combined sales were \$14,173.

Stephanie Erickson, manager of the I-94 BP Xpress in Bismarck, stated that she saw many new faces. "We gave away some good prizes, and sold a few tickets too!" A Moorhead, Minnesota resident who stopped in at the BP Jimmy's site in Fargo said, "Minnesota does not have the 2by2 game and it looks like a good game to play." Of course, how can you go wrong with a game that has great odds, \$20,000 jackpots, and don't forget the fact 2by2 has draws 6 days a week!

2by2 has already proved to be very lucky for one North Dakota player and retailer - on Saturday, February 4 the Farmers Union Oil in Bowman sold a \$20,000 jackpot ticket and received a \$500 selling bonus.

Pictured: Jimmy's BP Amoco in Fargo, celebrating the launch of 2by2 with the North Dakota Lottery.

The Lottery hosted similar launch celebrations at the I-94 BP Xpress in Bismarck, M&H in Mandan and Simonson's in Fargo (not pictured).



The "Power" of a Dollar

Odds are, your Powerball players are missing out ... on the chance to make an easy fortune. Adding the Power Play option multiplies the Powerball prize - and that's an easy way for your players to turn an extra \$1 into as much as \$1 Million.

What is Power Play?

For an additional \$1, players can add the Power Play option to a Powerball ticket. On draw nights, a Power Play multiplier (2, 3, 4, or 5) is chosen by spinning a wheel. Each multiplier has a 25% probability of being chosen. If a player's Powerball ticket includes the \$1 Power Play option and it is a winning ticket, the prize (except the jackpot) will be multiplied by the Power Play number.

- If a player won \$200,000 on Powerball and had spent the extra \$1 for the Power Play option, the prize could be worth \$1 Million if the multiplier is 5.

Selling the Power Play option also benefits North Dakota retailers with bonuses doubled when a winning player of \$5,000 or more had purchased the Power Play. See page 3 for more information on the Retailer Bonus program.

Top 25 Power Play Retailers

Rank	Retailer	CITY	%
1	Huber's Corner	Westhope	84.6
2	Bingorama	Minot	78.7
3	Osco Drug #5272	Bismarck	73.5
4	Zuroff Repair	Hebron	73.1
5	Fitterer Gas & Oil	Flasher	72.9
6	White Drug #17	Minot	70.5
7	Farmers Union Oil	Sherwood	70.4
8	Cenex of Minot	Minot	67.9
9	Little Mart C-Store	Harvey	67.4
10	Town and Country Standard	Rolette	66.6
11	Farmers Union Oil	Towner	65.7
12	Xpress Mart	Minot	65.0
13	Cenex of Parshall	Parshall	63.6
14	Barlow's Miracle Mart South Bdy	Minot	63.3
15	J's Stop-N-Go	Burlington	63.1
16	D.J.'s Foods	Lignite	63.1
17	Blind Duck	Minot	62.7
18	Barry Rasmuson	Surrey	61.8
19	Barlows Miracle Mart Dakota Sq	Minot	61.4
20	Leevers SuperValu Foods	Rugby	61.0
21	Dan's SuperValu	Bottineau	61.0
22	Cenex	Turtle Lake	61.0
23	Medina General Store	Medina	61.0
24	Cenex Corner Express	Minot	60.8
25	John's Food Center	Lincoln	60.1



Power Play Promotion

Beginning with the March 4th draw, one of the 5x multipliers will be replaced by a 10x. Players will have the chance to multiply their winnings by 10x for a chance to win up to \$2 million with the second-tier prize. See the Power Play 10x promotion insert for more details.

So encourage all your players to purchase the Power Play Option by asking if they would like to "Power Up" their Powerball ticket.

Sales Tips

Retailers that benefit the most from the Lottery are also those that promote and market the Lottery effectively in their location. Here are some tips to help your store make it to the top:

- Tickets are impulse items. Most customers will make the decision to buy at the checkout area. Proper use of point-of-sale materials and the positive and friendly attitude of your store personnel will make your location successful in selling lottery tickets.
- Ask for the sale. A polite “Have you played the Lottery today?” or “Would you care for a Lottery ticket?” will result in more sales.
- Make all store personnel aware of Lottery game information and procedures. Ask your Customer Sales Specialist to set up a day for training staff.

NEW ~ Retailer Bonuses

Beginning January 1, 2006, retailers have begun seeing the benefit of a new law giving retailers an additional bonus for selling a winning ticket worth \$5,000 or more. The Lottery is very excited to provide retailers with this opportunity to increase their lottery profits.

January Retailer Bonuses

- ❑ Dan’s Supermarket #4, Dickinson - \$1,000 bonus for \$40,000 Powerball with Power Play winning ticket sold on 1/7/06 (pictured).
- ❑ The Bingo Palace, Grand Forks - \$500 bonus for \$10,000 Hot Lotto winning ticket sold on 1/7/06.
- ❑ Cenex West, Devils Lake - \$250 bonus for \$5,000 Wild Card2 winning ticket sold on 1/11/06.

Left to right -Dan’s Supermarket - Danita Tysver (bookkeeper); Joe Fridrich (store manager); and Jerry Binstock (Assistant Manager) with \$1,000 retailer bonus check.

Game	Base Prize	Retailer Bonus	Add Power Play Bonus
Powerball	Jackpot	\$50,000	\$50,000
Powerball	\$200,000	\$2,500	\$2,500
Powerball	\$10,000	\$500	\$500
Hot Lotto	Jackpot	\$5,000	-
Hot Lotto	\$10,000	\$500	-
Wild Card 2	Jackpot	\$2,000	-
Wild Card 2	\$5,000	\$250	-
2by2	Jackpot	\$500	-





Office of Attorney General
Lottery Division
600 East Boulevard Avenue
Dept. 125
Bismarck, ND 58505-0040

(701) 328-1574
1-877-NDLOTTO (635-6886)
FAX (701) 328-1580

The Lottery's Promise: To provide the highest quality service to retailers.

Calendar Year 2005 totals

- Sales: \$19,026,048
- Commission: \$951,302
- Prizes: \$5,900,799



Power Play Promotion

Starting with the March 4th draw and for a limited time, Powerball with Power Play tickets can win up to **10 times** the normal Powerball prize (except the jackpot).

Powerball® WITH Power Play®						
MATCH	Normal	2X	3X	4X	5X	10X
5 + 1 (Powerball)	Jackpot	Power Play® does not apply to the jackpot				
5 + 0	\$200,000	\$400,000	\$600,000	\$800,000	\$1 Million	\$2 Million!
4 + 1 (Powerball)	\$10,000	\$20,000	\$30,000	\$40,000	\$50,000	\$100,000
4 + 0	\$100	\$200	\$300	\$400	\$500	\$1,000
3 + 1 (Powerball)	\$100	\$200	\$300	\$400	\$500	\$1,000
3 + 0	\$7	\$14	\$21	\$28	\$35	\$70
2 + 1 (Powerball)	\$7	\$14	\$21	\$28	\$35	\$70
1 + 1 (Powerball)	\$4	\$8	\$12	\$16	\$20	\$40
0 + 1 (Powerball)	\$3	\$6	\$9	\$12	\$15	\$30

- Starting with the draw on **March 4, 2006**, a **10x** will replace one of the four **5x** on the Powerball Power Play wheel.
- The promotion will run for 8 draws (March 4 through March 29). If the Power Play **10x** multiplier has not been hit at least once within the eight draws, the promotion will continue until it is hit. Following the Power Play **10x** promotion, the **10x** will again return to a 5x.
- All Powerball with Power Play tickets valid for any draw throughout the promotion are eligible to multiply their prize up to **10x**.
- Odds of hitting the **10x** are **1:16**.
- The North Dakota Lottery will advertise the promotion in **newspapers and radio stations** and host several **special promotions** throughout the Power Play **10x** Promotion at various retailer locations across the state.

